

WHAT IS CLAIMED IS:

1 1. A data storage apparatus for downloading data from
2 datacast streams transmitted by a television broadcast system to a
3 plurality of similar data storage apparatuses, said data storage
4 apparatus comprising:

5 a storage medium for storing selected portions of said
6 transmitted datacast streams; and

7 a content filtering processor capable of receiving a
8 first datacast stream transmitted by said television broadcast
9 system and detecting therein a plurality of datacast blocks,
10 wherein said content filtering processor compares a first content
11 parameter associated with a first one of said datacast blocks with
12 at least one subscriber-specific parameter associated with said
13 data storage apparatus and wherein said content filtering
14 processor, in response to a determination that said first content
15 parameter matches said at least one subscriber-specific parameter,
16 stores said first datacast block in said storage medium.

1 2. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a broadcast block
3 receivable by each of said plurality of similar data storage
4 apparatuses.

1 3. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a multicast block
3 receivable by a sub-group of said plurality of similar data storage
4 apparatuses.

1 4. The data storage apparatus as set forth in Claim 3
2 wherein said first content parameter comprises a multicast group
3 identifier associated with said data storage apparatus.

1 5. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a unicast block
3 receivable only by said data storage apparatus.

1 6. The data storage apparatus as set forth in Claim 5
2 wherein said first content parameter comprises a unique address
3 associated with said data storage apparatus.

1 8. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast stream comprises Internet protocol (IP)
3 data.

[illegible]

9. A method for downloading data from datacast streams transmitted by a television broadcast system to a plurality of data storage apparatuses, the method comprising the steps of:

receiving a first datacast stream transmitted by the television broadcast system;

detecting in the first datacast stream a plurality of datacast blocks;

comparing a first content parameter associated with a first one of the datacast blocks with at least one subscriber-specific parameter associated with a first one of the data storage apparatuses; and

in response to a determination that the first content parameter matches the at least one subscriber-specific parameter, storing the first datacast block in a storage medium associated with the first data storage apparatus.

1 10. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a broadcast block receivable by each of
3 the plurality of data storage apparatuses.

1 11. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a multicast block receivable by a sub-
3 group of the plurality of similar data storage apparatuses.

1 12. The method as set forth in Claim 11 wherein the first
2 content parameter comprises a multicast group identifier associated
3 with the data storage apparatus.

1 13. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a unicast block receivable only by the
3 data storage apparatus.

1 14. The method as set forth in Claim 13 wherein the first
2 content parameter comprises a unique address associated with the
3 data storage apparatus.

1 15. The method as set forth in Claim 9 wherein the first
2 datacast stream comprises webpage data.

1 16. The method as set forth in Claim 9 wherein the first
2 datacast stream comprises Internet protocol (IP) data packets.

1 17. A television broadcasting system capable of transmitting
2 datacast streams to a plurality of data storage apparatuses capable
3 of capturing data in said datacast streams, said television
4 broadcast system comprising:

5 a data retrieval controller capable of accessing a
6 plurality of data sources and retrieving from each of said
7 plurality of data sources web page data associated with said each
8 of said plurality of data sources;

9 a memory for storing said retrieved web page data in a
10 plurality of transmission queues; and

11 a transmission controller capable of causing a first of
12 said plurality of transmission queues to be transmitted in a
13 broadcast transmission receivable by all of said plurality of data
14 storage apparatuses and further capable of causing a second of said
15 plurality of transmission queues to be transmitted in a multicast
16 transmission, wherein selected portions of web page data in said
17 second transmission queue are receivable by only selected subgroups
18 of said plurality of data storage apparatuses.

1 18. The television broadcasting system as set forth in
2 Claim 17 wherein said transmission controller is further capable of
3 causing a third of said plurality of transmission queues to be
4 transmitted in a unicast transmission, wherein selected portions of
5 web page data in said third transmission queue are receivable only
6 by individual ones of said plurality of data storage apparatuses.

1 19. The television broadcasting system as set forth in
2 Claim 18 wherein transmission controller causes said first, second
3 and third transmission queues to be transmitted at predetermined
4 times of the day.

1 20. The television broadcasting system as set forth in
2 Claim 18 wherein a first selected portion of web page data in said
3 third transmission queue comprises a unique identifier associated
4 with a first data storage apparatus capable of receiving said first
5 selected portion of web page data in said third transmission queue.